

REMARKS / ARGUMENTS

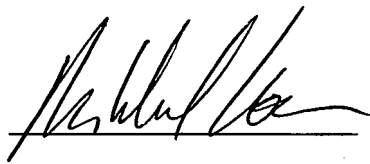
The claims have been amended to incorporate additional limitations that are not suggested by the art cited by the examiner. These limitations are fully supported by the original specification, see, e.g., paragraphs 70, 71, 82, 83 of the publication of this application A1 20040230495. Further, Applicants believe that claim 28 is patentable for the reasons set forth in the previous amendment. Volupage provides the amount of aggregate discounts available during a given week. But, this aggregate number does not suggest that any of the available discounts expire at the end of the week. In fact, the expiration date of any of the Volupage discount is unspecified in this reference.

Conclusion

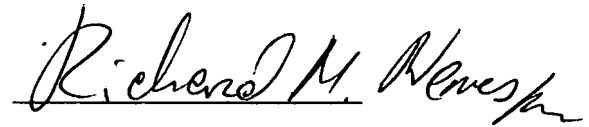
In conclusion, since all the claims are patentable, Applicants respectfully request a timely notice of allowance be issued in this case.

Respectfully submitted,

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Mikhail Lotvin



Richard M. Nemes

Address: 754 WEST BROADWAY
WOODMERE, NEW YORK 11598-2948 U.S.A.
Phone: (516) 374-2959